

SALES MAKER

Spring 2024



Josh Shapiro, Governor

palottery.com



Calling All Lottery Retailers!

Modernization is Coming March 19, 2024 - Are You Ready?

As we begin 2024, we would like to remind you that our PA Lottery Modernization project will go live on Tuesday, March 19, 2024. Thank you for your patience as we gear up to make Lottery better for your business.

For details about PA Lottery Modernization, we'll be sending you the latest version of our Modernization: Stay In-the-Know newsletter which will be included in your February 20, 2024, new Scratch-Off game shipment.



The newsletter will provide last-minute information regarding the changes that will come on March 19.

To prepare retailers for these changes, we have added eight new and updated mandatory courses to our eLearning platform. Please log in and complete these courses as soon as possible. Retailers who complete these courses between January 20 and March 9, 2024, will be entered into a raffle for a chance to win a prize valued at up to \$6,000. Additional raffle details will be included in your January 23, 2024, new Scratch-Off game shipment.



Modernization highlights:

- ✓ Updated Retailer Portal website
- ✓ Additional WAVE 8 features such as the Special Occasion button and vending low/out of stock alerts

- ✓ New End Zone Cash Xpress Sports game will replace Xpress Car Racing.
- ✓ New Scratch-Off return process

As we did in 2023, we are automatically renewing retailer licenses for 2024*. You will receive your 2024 PA Lottery License prior to the expiration date of your current license.

Please contact your District Sales Representative or Corporate Sales Manager with any tax ID or principal updates. *Some exclusions may apply.

We appreciate your patience and continued partnership during this exciting time!



Executive Director



Best in Selling,

Drew Svitko

Dear PA Lottery Retailers,

I hope this letter finds you in good health and good spirits. As we look forward to Spring, we want you to know that we're here to help your business bloom. Modernization is a big part of that process, and we thank you for being patient with us among many changes that are underway and the changes yet to come.

You can be proud of knowing that the work you do continues to help older Pennsylvanians! In Fiscal Year 2022-23, Lottery contributed hundreds of thousands of dollars to Area Agencies on Aging across Pennsylvania. Among the many services, these funds helped to provide nine million total meals served at senior centers and delivered to homes. This means that more than 24,600 free meals were served to older Pennsylvanians, every day.

Thank you for being an integral part of our team and for making a difference in the lives of older Pennsylvanians. I look forward to our continued success together.



Deputy Executive Director



Best in Selling,

Eric Grubbs

Dear PA Lottery Retailers,

I wanted to thank you, our retailer partners, for your efforts in positioning our Lottery products at retail during the holiday season.

As we spring into 2024, the much-awaited new gaming system will convert on March 19, 2024. The updated system gives us many new features and benefits, such as the ability to receive low bin stock alerts on the Wave 8 to help you reduce out of stocks and the new Special Occasion button on the Wave 8. We also have updated wireless jackpot signs available in both a hanging and tabletop format. We encourage you to talk to your District Sales Representative for more details.

To prepare you for any changes that will impact you, we will be sending a Modernization newsletter with your February shipment of new Scratch-Off games. We will have three new eLearning courses to educate retailers on our new game, End Zone Cash, our updated Scratch-Off return process, and the updated Retailer Portal website. Five updated courses will also be available to keep retailers well-informed on other changes that will impact them. Look for information from your District Sales Representative on how you could win a cash prize just for completing these new and updated training courses.



NEW SCRATCH-OFFS!

On Sale: **Jan. 23, 2024**

On Sale: **Feb. 20, 2024**

On Sale: **Mar. 19, 2024**

\$100 or \$1,000 (\$30)	1674
\$50 or \$100 (\$10)	1675
Lucky Leprechaun* (\$5)	1676
Clover Cash* (\$2)	1677
Retro Rainbow* (\$1)	1678

Million Dollar Multiplier Madness (\$20)	1679
Deep Pockets (\$5)	1680
Money Talks (\$2)	1681

\$160 Million Cash Blowout (\$30)	1682
Red Hot 5s (\$10)	1683
CLUE™* (\$5)	1684
Cool Mom Club (\$5)	1685
EZ Grand (\$1)	1686



CLUE TM, ® & © 2024 Hasbro.

New FASTPLAY Games!

On Sale: **Feb. 6, 2024**

On Sale: **Mar. 5, 2024**

On Sale: **Apr. 2, 2024**

Deep Pockets P (\$20)	5226
Looking for the Leprechaun* (\$5)	5227
Dublin the Gold* (\$2)	5228
Little Lucky Charm* (\$1)	5229

In\$tant Win (\$10)	5230
CLUE™* (\$5)	5231
Lightning Fast Fortune P (\$2)	5232
Cash on the Run P (\$1)	5233

The Lucky Game (\$20)	5234
Mom You Are Wow (\$5)	5235
Garden of Green (\$2)	5236
Spring Fever (\$1)	5237



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**Games marked with an asterisk will be second-chance eligible.*

All closed Scratch-Off games should be removed from display by the sales end date. Returns may be held for pick up by your Lottery District Sales Representative during the next regularly scheduled visit. Selling Scratch-Off games after the end-sale date is a violation of Lottery regulations. Visit palottery.com or contact your District Sales Representative for a complete list of game closing dates.



January 2024 Point-of-Sale



Scratch-Off
Game &
4" x 6" Insert



Poster; 17"x 11" Horizontal



Poster; 11"x 17"
Double-Sided



BackLit Insert Sign; 24"x 18"



Bollard Topper
8.5"x 15.5"



Violator; 8"x 8"



Walmart PHDL Topper; 35"x 5"



ITVM Topper, Die-cut; 29"x 17"



PDH Topper, Die-cut; 35"x 19"



MONOPOLY TM, © & © 1935, 2023 Hasbro.

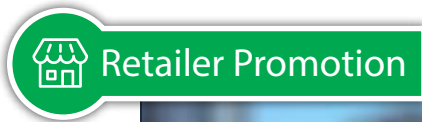


New Promotions & Bonus Earning Opportunities!

Bonus Earnings Opportunity!

Eligible retailers will earn 2.5 percent bonus earnings, in addition to the 5 percent sales commission, on all sales of the [\$50] MONOPOLY™ Own It All Scratch-Off game between January 1 and 31, 2024.

If you don't currently sell our Scratch-Off games on-counter, talk to your District Sales Representative today about adding a dispenser in time to take full advantage of this bonus earnings opportunity.



For Retailer Reference Only - Do not post for players.

BONUS EARNINGS

From January 1 - 31, 2024



Earn a 2.5% Bonus*
on sales of the **\$50 MONOPOLY™ Own It All Scratch-Off (PA-1668).**

*Eligible retailers will earn 2.5 percent bonus earnings, in addition to the 5 percent sales commission, on all sales of the \$50 MONOPOLY™ Own It All Scratch-Off (PA-1668) between January 1 and January 31, 2024.

Retailers must have active sales terminals permitted to sell Lottery tickets and cannot have a suspended or revoked license during this promotional period. Retailers with delinquent Lottery accounts are not able to participate in this promotion. Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER (1-800-426-2537)



Second-Chance Drawings

See More Green This Spring with These Second Chances to Win!



Entry Periods:
December 26, 2023–February 29, 2024

Entry Periods:
January 22–March 14, 2024

March is Problem Gambling Awareness Month

March 2024 is Problem Gambling Awareness Month. Please let your District Sales Representative know if you need new pamphlets to keep at your location.

Problem Gambling Helpline:
1-800-GAMBLER (1-800-426-2537)

Can't Stop Gambling?
Worried about a friend or loved one?
There is help in Pennsylvania.

Can't Stop Gambling?
Problems with gambling occur when someone is unable to control their level of participation, and as a result, several areas of their lives may be negatively impacted. It is estimated that this chronic, progressive problem impacts the lives of several million people in the United States.

Some warning signs include:

- Gambling more than planned
- Trouble paying bills/debts
- Lying about where money goes
- Borrowing to continue gambling
- Chasing losses
- Problems at home, work or school

Gambling problems can impact anyone. With help, recovery is possible. For more information or assistance, contact the 24/7 toll-free Pennsylvania Helpline at 1-800-GAMBLER®. All calls are confidential.

ccgp Council on Compulsive Gambling of Pennsylvania
1-800-GAMBLER®
www.pacouncil.com

Celebrating Older Pennsylvanians

May is Older Americans Month and thank you for helping our Lottery take care of the neighbors, friends and family who rely on the programs that the Lottery funds, everything from prescription assistance to the Property Tax and Rent Rebate Program. Here's a breakdown of how our partnership has helped seniors every day in Fiscal Year 2022-2023:

- More than \$956,000 in care services;
- Nearly \$960,432 in property tax and rent rebates*;
- More than 24,600 meals;
- Nearly 10,600 prescriptions; and
- More than 72,000 free and reduced-fare shared rides for older Pennsylvanians!

OLDER AMERICANS MONTH



*Also includes revenue from slots gaming. All figures 2022–2023. Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER

Nice to Meet You!

Whether in the field, at Lottery Headquarters, or in one of our area offices, these Lottery staff members are ready to assist retailers with the management of their Lottery business and help drive Lottery sales.



Alexander Wagenhurst, *Stock Clerk, Lehigh Valley Lottery office, 2 years of service*

- **What is your role at the PA Lottery?**
I am the stock clerk for the Lehigh Valley Lottery office. I maintain the warehouse and assist with inventory management.
- **What are you most excited about related to Lottery Modernization?**
I am excited for the new Scratch-Off return process and excited to see how well the new End Zone Cash Xpress Sports game will be received by retailers and players.
- **What tip do you have for PA Lottery retailers?**
Speak with your DSR about what items are available in our office warehouse that can help to make your store a Lottery destination, such as signs and scratch stands.



Ryan Gesell, *Accessibility Manager, Lottery Headquarters, 18 years of service*

- **What is your role at the PA Lottery?**
I manage the PA Lottery's Accessibility Program, providing training and support on current ADA regulations and guidelines to the field staff. I also visit retailers ensure compliance and offer any assistance in becoming ADA compliant.
- **Can you tell us a little more about the PA Lottery Accessibility Program?**
The PA Lottery Accessibility Program allows retailers who are not compliant with current ADA regulations and guidelines time to come into compliance while continuing to sell Lottery. The program also provides financial assistance to help offset the cost of any modifications the retailer has to make to come into compliance.
- **Why is accessibility important?**
Accessibility is important because it allows individuals with various disabilities to function in society independently and allows them to access things and places on their own.
- **Do you have any tips for PA Lottery retailers?**
PA Lottery retailers should be conscious of their disabled community and redeem winners/payout. That helps encourage customers to come back to play.



Bryan Gibbons, *Area Office Manager, Pittsburgh Lottery Office, 13 years of service*

- **What is your role at the PA Lottery?**
My team and I are responsible for the activity and performance of the 30 Pittsburgh Lottery office staff members and around 1,840 retailers. Our mantra is increasing sales, recruiting new monitor locations, and managing our accounts by opportunity. I am here to ensure we work in unison as a cohesive unit to achieve our goals.
- **What are you most excited about related to Lottery modernization?**
I really like the new equipment (WAVE 8 and PHDS vending machine) and their capabilities.
- **What tips do you have for PA Lottery retailers?**
Make Lottery visible, pay out winners, activate the new blitz games within two days, and upsell, upsell, upsell.



Retailer & Winner Spotlight

Although Friday the 13th is known to be the unluckiest of days, it has brought some good luck to one Allegheny County player.

On Friday, October 13, 2023, officials from the Pennsylvania Lottery and Buttermilk Hollow SHOP 'n SAVE, a Lottery retailer, presented a commemorative check to Stephen V. of Allegheny County, the winner of a \$1 million Scratch-Off ticket called \$1 Million? Seriously. The store received a \$5,000 bonus for selling the winning ticket.

Stephen said he purchased his winning ticket from the West Mifflin store on September 22.

"I started buying this ticket when it first came out, and it never let me down," said Stephen. "I often get my money back. I scratched the ticket at home, and it felt completely unrealistic when I saw the prize amount."

He said he first shared the winning news with a friend. "I told a good buddy of mine since we both like to play the Lottery. He said he was a little jealous initially but congratulated me after."

Stephen said he plans to use his prize money to continue his hobby of flying and collecting silver coins from around the world.

Congratulations, Stephen, and thank you for playing!

Want to get in on the fun? Create a Winner Awareness Wall at your location, and showcase some winners for your customers to see! It's one of our Best Practices that is sure to grow your sales. Talk to your District Sales Representative to get details.



L-R: PA Lottery Western Regional Sales Manager Victoria Holman, Stephen V. of Allegheny County, and PA Secretary of Revenue Pat Browne

"I've been scratching tickets for more than 30 years, and it became part of my hobby," he said. "I can't seem to shake this feeling. It's been an amazing ride."



PA Lottery Area Offices:

Philadelphia	215-952-1123
Wilkes-Barre	570-826-2091
Harrisburg	717-702-8230
Clearfield	814-765-0536
Pittsburgh	412-770-2760
Erie	814-835-2423
Lehigh Valley	610-807-3319



PA Lottery Toll-Free

1-800-692-7481
Equipment Service & Repair
1-800-692-7353
Tel-Sell Team
1-888-393-4744

Interpreter

Language Line
1-844-975-1949
Drawing Results
1-877-282-4639



Reminders:

Check and verify winner IDs when reviewing a completed claim form.

By law, Lottery players must be 18 or older.

Confidential help for a gambling disorder is available.

Lottery retailers are asked to promote responsible play, every day, and to monitor vending for underage play.

Call the free, 24-hour helpline: 1-800-GAMBLER

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